CONTROL OF HUMAN BEHAVIOR I

I. Introduction
A. To what extent is human behavior lawful? Determinism—Free Will
B. To what extent do we know the laws? Psychology as a Science
C. To what extent can we apply the laws? Limits and Limitations
D. To what extent should we apply the laws? Ethical Issues

II. Why Do We Fail to Control Human Behavior Well?
A. Unclear Goals
B. Goals Too Long-Range
C. Inadequate--Inconsistent Motivations
D. Competing Behaviors
E. Multiple Controllers
F. Inadequate, Wrong, Information: About Situation; About Individual
G. Inadequate Control Over Rewards
H. Poor Techniques

III. Controlling Human Behavior: Getting Harder, Easier?
A. Better Techniques, but Better Counter Techniques
B. More Diversity in Population, but More Specific Delivery Systems

IV. Frameworks to Remember in Thinking About Controlling Human Behavior--Yours and Others!
A. GELLE
B. VIO and SIP
C. SPAR
D. Level of Adaptation - Helsen
E. Satisfiers and Dissatisfiers
CONTROL OF HUMAN BEHAVIOR - II

I. Comments on Two Dimensions of Human Behavior

1. **Becoming a Group Member**

2. **Education to Advertising to Propaganda**

II. Credibility of Message Source

1. The more credible the source, the more opinion change the source can induce

2. Three factors to source credibility

   A. Trustworthiness
   B. Expertness
   C. Energy

III. "Successful" Politicians believe and use

1. Sherif's Social Judgement Theory

   A. Assimilation and Contrast

2. Heider's Balance Theory

3. Combination: Be vague, be well loved

IV. 1. Information is power

2. Market Research is information obtaining

3. Marketing is using information to present a product to a group in a way that will probably increase the likelihood of their buying the product.

V. Some specific, brief, examples

1. Beer Advertising

2. Television and violence

3. Television and suicides